

Subhayan Mukerjee

CONTACT

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ACADEMIC EMPLOYMENT

National University of Singapore, Singapore Oct 2020 – present
Assistant Professor, Computational Communication
Department of Communications and New Media
Principal Investigator
Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK May 2019 – Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA Jun 2016 – Aug 2016
Research Assistant
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA Aug 2015 – May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India Aug 2009 – May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

5. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (forthcoming) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News (*Social Networks*)
4. **Mukerjee, S.** (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Scientific Reports*, 11, 15218
3. **Mukerjee, S.**, & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222-240
2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26-50.
1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356-361.

BOOK
CHAPTER

1. **Mukerjee, S.** & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*

POPULAR
PRESS

4. Neyazi, T., Kuru, O., & **Mukerjee, S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*
3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post*.
2. **Mukerjee, S.** & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog*.
1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26

OTHER
PUBLICATIONS

2. Majó-Vázquez, S., **Mukerjee, S.**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet*.
1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.

WORKING
PAPERS

6. **Mukerjee, S.** Rethinking Audience Fragmentation Using a Theory of News Reading Publics: India as a Case Study (*revise & resubmit*) *International Journal of Press/Politics*
5. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Political Landscape of the U.S. Twitterverse. (*revise & resubmit*) *Political Communication*
4. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. (*in progress*)
3. **Mukerjee, S.** Digital News Consumption in India (*under review*)
2. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment (*in progress*)
1. **Mukerjee, S.**, Yang, T., & Peng, Y. How Social Metrics Determine Media Agenda on Social Media (*in progress*)

CONFERENCE
TALKS (LAST 3
YEARS)

15. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
14. **Mukerjee, S.** Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks" . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
13. **Mukerjee, S.** A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*
12. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.

11. Mukerjee, S., (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.
10. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
9. Mukerjee, S. (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA
8. Mukerjee, S., & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia
7. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia
6. Mukerjee, S., & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)
5. Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
4. Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands
3. Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.
2. Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC
1. Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

INDUSTRY EMPLOYMENT	Abzooba Inc. Kolkata, India Data Scientist	Jun 2014 – Jul 2015
	Bravo Lucy As. Hyderabad, India Software Engineering Intern	Jun 2013 – Jun 2014
	Ericsson Global Kolkata, India Software Engineering Intern	Jun 2012 – Jul 2012
TEACHING EXPERIENCE	National University of Singapore Coding for Communicators (Masters Lecture) Quantitative Research Methods (Undergraduate Lecture) Quantitative Research Methods (Graduate Seminar) Theories of Communications and New Media (Tutor)	
	University of Pennsylvania Understanding Social Networks (Lab Assistant) Media Industries and Society (Teaching Fellow)	

GRANTS AND FELLOWSHIPS	Collaborative Data Trust (co-PI) (SGD 111,500) Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, NUS	2021–2023
	AI, Disinformation, and the Public Good (co-PI) (SGD 450,000) Defence, Science and Technology Agency (DSTA), Singapore.	2021–2022
	Start-up Research Grant (PI) (SGD 75,000) Faculty of Arts & Social Sciences, NUS	2021–2024
	Seed Research Funding (USD 1,300) Summer Institute of Computational Social Science (SICSS), Chicago	2019–2020
	Student Research Grant Graduate and Professional Student Assembly, University of Pennsylvania	2019
	Dissertation Research Fellowship (USD 31,000) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dissertation Grant (USD 1,700) Annenberg School for Communication, University of Pennsylvania	2019–2020
	Dean's Summer Fellowship (4× USD 4,000) Annenberg School for Communication, University of Pennsylvania	2015–2019
	Travel Scholarship National Science Foundation	2018–2019
	Travel Scholarship Northwestern University	2018
	Doctoral Fellowship University of Pennsylvania	2015–2020
INVITED TALKS (LAST 3 YEARS)	8. Network Analysis Guest Lecture Summer Institute in Computational Social Science, Beijing	June 2021
	7. Theories of Communication and New Media Guest Lecture National University of Singapore	Mar 2021
	6. Digital Media, Networks, & Political Communication Lab University of Pennsylvania, Philadelphia PA	Feb 2021
	5. Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	4. Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
	3. Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	2. Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	1. The Center for Social Media and Politics New York University, New York City NY	Jan 2020

SERVICE	<p>Senior Committee Member</p> <p><i>The International AAAI Conference on Web and Social Media (ICWSM)</i> 2021-22</p> <p>Journal Reviewer</p> <p><i>Digital Journalism</i></p> <p><i>EPJ Data Science</i></p> <p><i>International Journal of Press/Politics</i></p> <p><i>PLOS One</i></p> <p><i>Public Opinion Quarterly</i></p> <p>Conference Reviewer</p> <p><i>The Annual International Communication Association (ICA) Conference</i></p> <p><i>The International AAAI Conference on Web and Social Media (ICWSM)</i></p> <p>Committee Member, <i>CNM Research Talks Committee, NUS</i> 2021-22</p> <p>Committee Member, <i>CNM Research Committee, NUS</i> 2020-22</p> <p>Committee Member, <i>Hiring Committee, CNM NUS</i> 2020-21</p> <p>Coordinator, <i>DiMeNet research group, Penn</i> 2016-18</p> <p>Committee Member, <i>Annenberg Graduate Student Symposium Committee, Penn</i> 2017-18</p> <p>Organizing Member, <i>Penn-Rutgers-Princeton Social Epistemology Workshop</i> 2017</p>
SKILLSET	<p>Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling, causal inference</p> <p>Programming/Scripting: R (incl. tidyverse, ggplot), Python (incl. pandas, numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Markdown, Git, JavaScript (basic).</p>
ADDITIONAL TRAINING	<p>Summer Institute in Computational Social Science Jun 2019 Northwestern University</p> <p>Mediterranean School of Complex Networks Sep 2017 Universitat Rovira i Virgili, Italy</p> <p>Annenberg Summer Institute in Methods & Statistics Jun 2017 University of Southern California</p> <p>Scale Construction</p> <p>Critical Studies of Networked Infrastructure</p>
MEMBERSHIP	International Communication Association
REFERENCES	<i>Available upon request.</i>